TRENDS

Lighting products

Promos shed light on bulb department sales

Continued from page 25

category for us, without a lot of promoting, but we don't see a big jump in sales, either," he said. "The soft whites do the best—they about equal the rest of the bulb category combined in sales."

Even some chains engaged in heavy price promoting, however, have become fairly adept at squeezing decent margins from the category. Deep discounters exemplify the high-volume, high-visibility approach, making up for razor-thin margins in the category with high-impact impulse displays at eye level in multiple high-traffic locations. Phar-Mor is one offpricer that does especially well with its aggressive approach to bulbs, according to a vendor.

High-margin import programs and support from distributors and manufacturers can also play an important role in making up margins.

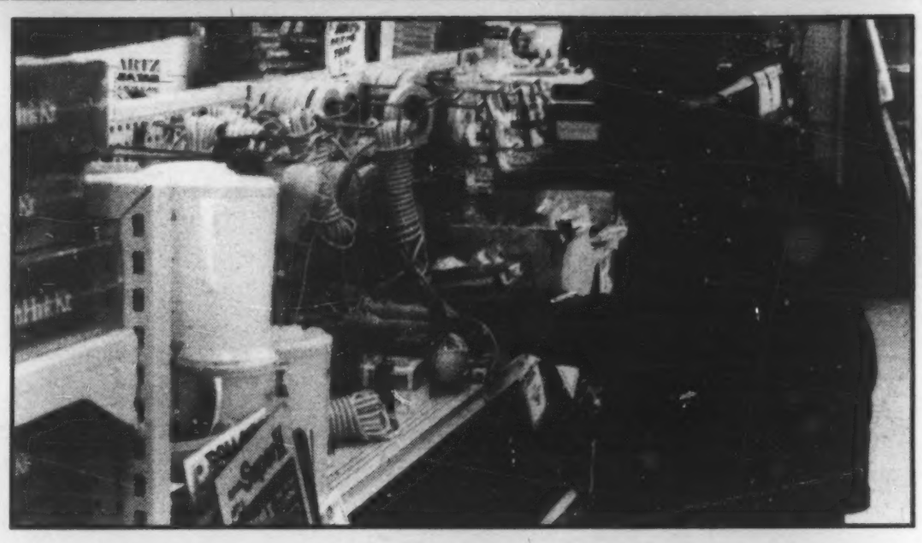
"If you don't have a direct importing program or a good wholesaler in this business to hold down costs and boost your margins, you're going to have a tough time making the profits you want," said Big V's Milburn. "We carry Sylvania as our major supplier of bulbs, and support it tremendously over our house brand, but our imported bulbs give us good margins."

Hannaford Bros.' Wellby Drug Stores division, meanwhile, shifted its method of distribution to improve productivity and profits in its home lighting department. The chain turned inventory control in the department over to Progressive Distributors, Hannaford's service merchandising arm, to push bulbs more aggressively.

"It used to be up to the stores to pull their bulb orders from Progressive, but we weren't getting the response from the stores that we liked," said GM expeditor Tina DiMillo of Wellby. "We gave our distributor more influence because they can do a better job of selling the lights into the stores."

Drug retailers like Bartell and Wellby also rely on specialty lighting products to help make up the difference in margins. Among the assortment most often carried by drug chains are ceiling fan bulbs, complexion-mirror bulbs and decorative lights.

"We promote specialty products just enough to tell people we have them, and if you're in a market where certain items like ceiling fan bulbs will sell, you can do very well with them," said one buyer.



Home lighting needs take many forms, including trouble lights for do-it-yourselfers, often displayed in hardware departments.

Accessories 'essential' to department mix

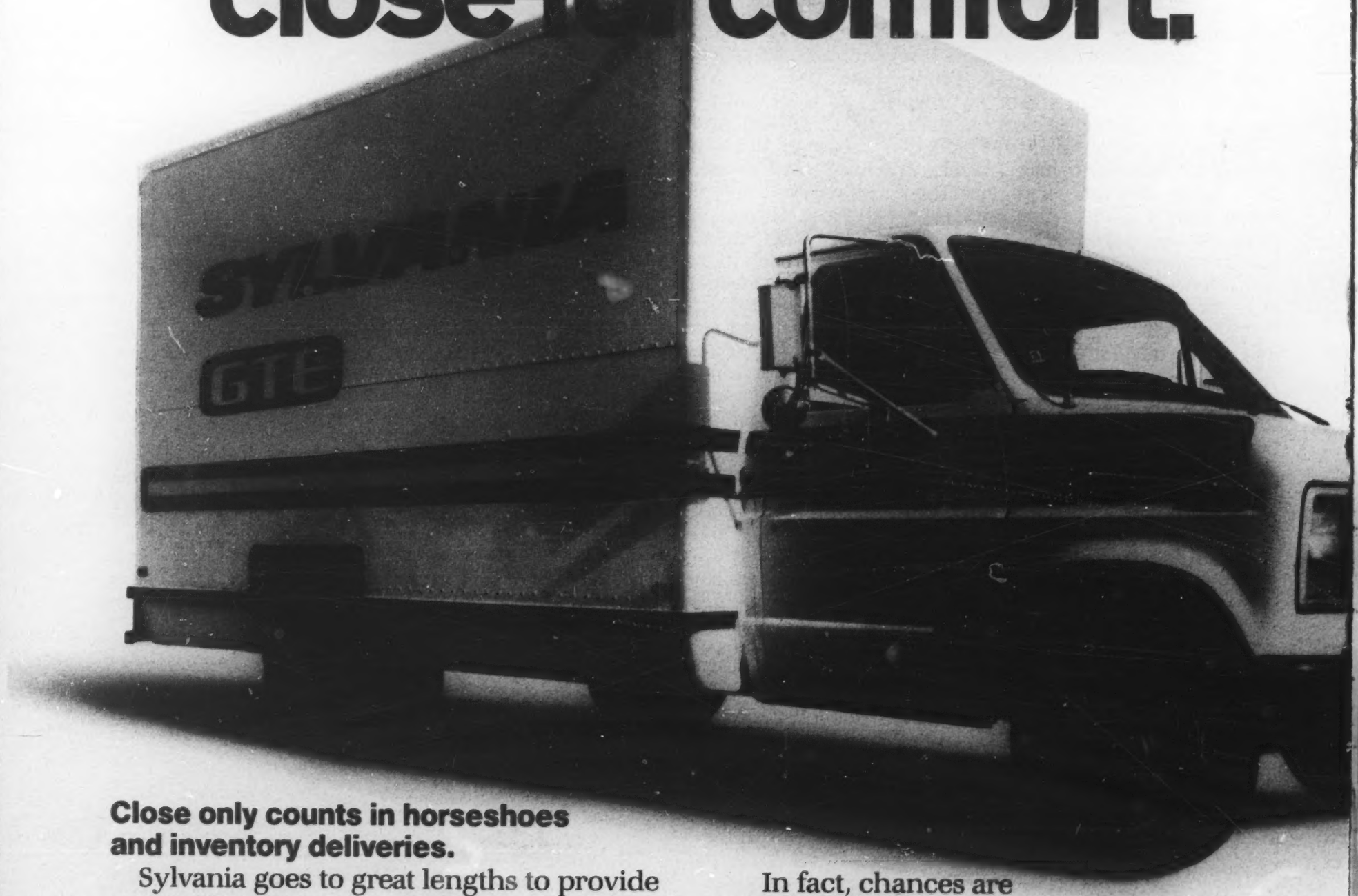
Electrical accessories remain a small but essential part of the chain drug home lighting department, despite the general downscaling trend that has swept much of the drug store industry and moved it back toward a more basic merchandise mix.

The category includes electrical tape and cords, three-way plugs, connection jacks for telephones, toggle switches and other items.

"We've cut back on a lot of departments that don't relate to basic drug store products, but you have to maintain some selection in areas like this," said one drug store manager in Michigan. "Customers still want the convenience."

Barbara Newland, a buyer for Giant Food and Drug in Landover, Md., said customer convenience and impulse marketing were behind the chain's practice of tying electrical accessories into the light bulb department.

Sylvania believes you can never be too close for comfort.



Close only counts in horseshoes and inventory deliveries.

Sylvania goes to great lengths to provide quality lighting and services. But when it comes to establishing warehouses, we don't go far at all.

In fact, chances are we're just around the corner from you. Because Sylvania has a large network of conveniently located warehouses.

Lighting products

TRENDS

Pay 'n Save, Burien, Wash., meets varied lighting needs with assortments of decorative, specialty, fluorescent and standard bulbs.

Major lighting suppliers are keeping promo spotlight 'on'; spending is up

All three major light bulb suppliers in the U.S. are keeping the heat on in their drive to boost sales in the multibillion-dollar category, with spending this year expected to top last year's $40 million, and other areas like print ads and couponing also being given a new boost.

General Electric, GTE-Sylvania and North American Philips are all unveiling new promotional efforts in an extended advertising campaign that has seen huge increases in spending since the start of the decade.

"Ad support increases from the manufacturing side have been substantial over the past four or five years," said Dick Dowhan, advertising spokesperson for GTE-Sylvania. "Over the past couple of years, television advertising has really mushroomed, but print and other promotional programs are also getting a new boost."

All three manufacturers are maintaining the torrid television schedule first used by Philips in 1986. At the same time, they are keeping the heat on with on-pack coupons, rebate programs, "event marketing" programs, freestanding inserts and other programs.

"We learned we could really move the meter [with these programs]," noted Philips vp-marketing Jerry Preyss, who said the company's efforts will continue with strong television, print and POP programs this year.

All three manufacturers are maintaining the torrid TV schedule first used by Philips in 1986.

Those efforts are being matched by market leader GE, which controls about half of the total bulb market, and GTE-Sylvania. GE, for instance, plans to spend $?0 million in television and print advertising this year, and is working with drug retailers to boost profits without sacrificing sales against the discounters with its so-called "Four-point plan" for higher retail sales.

The plan consists of aggressive off-shelf promotion and display to move product through impulse purchasing; more circular advertising which ties in with GE's own couponing and advertising schedule; increasing the number of SKUs in the mix with specialty bulbs and other facings to maximize margins and selection; and "pricing for profit" instead of trying to go head-to-head with lowballing competitors.

"The drug outlet does not necessarily have to compete with the warehouse club five miles away to do a good bulb business, if it boosts its display and merchandising efforts," said Bob Birzell, drug sales manager for GE Lighting. "You don't have to price this category down to the bone."

GTE-Sylvania, meanwhile, continues with its "Obsessed with quality" theme in its ads, as well as with its own programs to drive multiple-pack sales and boost margins for the trade. "Some of our competitors are very heavy in TV, but we believe a well-rounded program is the best, not only with TV but with rebates, couponing, POP, print and other programs all working together," said Dowhan.

GTE also recommends adding more SKUs to the mix, and says a planogrammed, rack-jobbed lighting section with more specialty lights can boost sales 25 percent in drug outlets.

And what does that mean to you? For one thing it means less money spent on inventory. With our warehouses so easily accessible, there's no need to overstock with bulk orders.

What's more, our proximity makes order cycle times much shorter. With Sylvania you get a quicker delivery, without hurting fill rate, so there's no waiting around for an order while your shelves stand empty, and you lose profits.

Closer warehouses mean reduced breakage.

Sylvania has a very impressive track record with minimal breakage and freight claims in deliveries. Which is simple logic when you consider that traveling only a few miles as opposed to many miles can mean the difference of umpteen potholes, and just as many sharp turns.

And speaking of simple logic, does closing down warehouses make any?

Obviously not.

Yet closing their warehouses is exactly what our competition has been doing.

Not only are we maintaining our superior warehouse network, but we're continuously exploring new ways to better serve you. So even if you need a delivery in a crunch, we'll get it to you safe and in one piece, without even the slightest crunch on your lighting business.

When it comes to fill rate, Sylvania gets great scores.

We think you'll be pleased with our ability to fill your orders. Sylvania is closing in on a 98% fill rate, which is almost an absolutely perfect score.

In other words, when you place an order, we don't assume you can wait to have it delivered in several smaller shipments. We assume you need it A.S.A.P., and strive to package the bulk of your total order on the first truckload scheduled for delivery.

So grade us yourself. When it comes to prompt and complete deliveries, you'll find Sylvania Lighting is at the head of the class.

Hot dogs, apple pie, and Sylvania light bulbs.

Sylvania light bulbs are made right here in the United States of America, but we also pledge our allegiance to you.

Best MADE IN USA

Because Sylvania has an obsessive commitment to providing you with the high quality you would expect from American made lighting products.

As well as the value you'd expect.

Values like our Soft White bulb that lasts 5% longer than ordinary Soft White bulbs at no extra cost, and decor bulbs that create the perfect ambiance. Both of which come with our quality guarantee.

There are also our incandescent and fluorescent lamps designed to save electricity.

What's more, Sylvania offers attractive and space efficient slim-pack packaging.

Which means a greater number of packages can fit on your shelves, offering you a greater amount of profit per turn.

Sylvania products are made here in the United States of America, not only for high quality and value, but also because we believe we can never be too close for comfort.

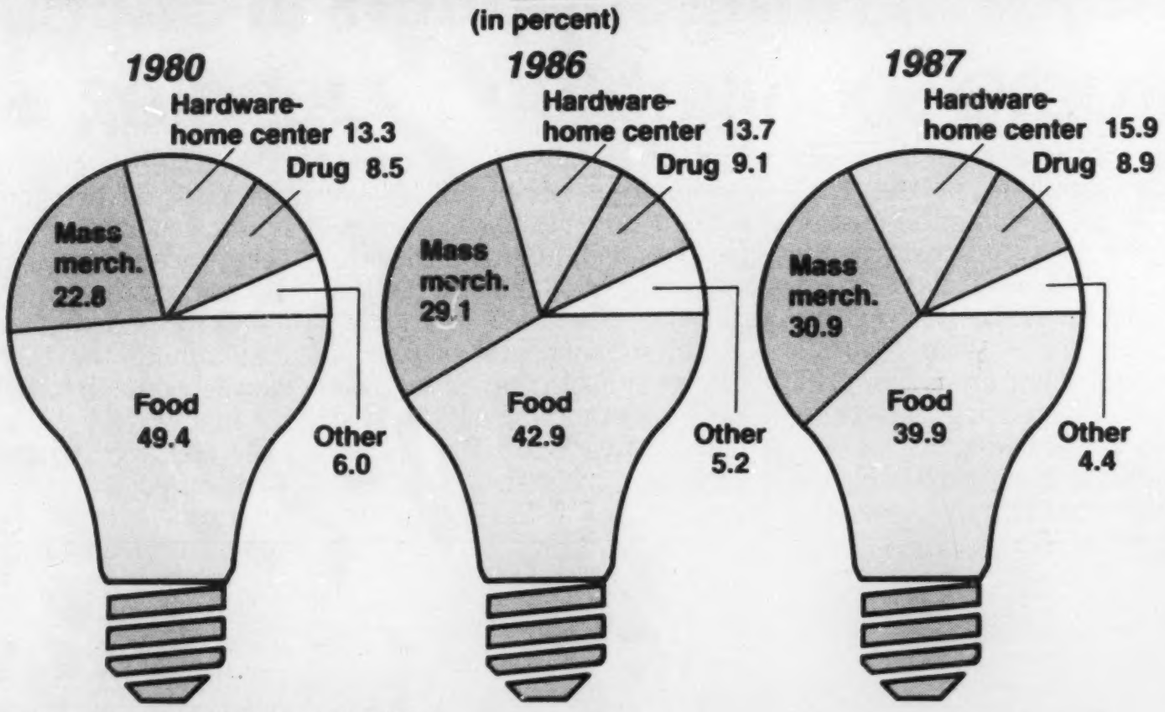
SYLVANIA GTE

WHERE THE BEST COMES TO LIGHT.™

For Product Info Fast
10339
Call 1-800-553-4355

Drug stores hold steady share of light bulb unit sales

(in percent)



Source: National Electrical Manufacturers Association

Flashlight market covers high/low price points

The market for flashlights has become an increasingly polarized phenomenon, retailers say, with both the high and low ends doing well with consumers at the expense of the middle.

Chain merchandisers agree that it is the high-end premium and rechargeable market segments that sparked a 17-percent increase in the flashlight business in 1987. Those products—ranging in price from $10 to $15—include Rayovac's Workhorse and Luma 2, Duracell's Durabeam, Eveready's Energizer Halogen and Garrity's waterproof Tuff Lite.

"Premium seems to be where the market's going, and the middle seems to be getting squeezed out of the picture," said one chain drug merchandiser in the South. "There doesn't seem to be much demand in the middle anymore."

The low end of the market, however, appears to holding up, he said. "The guy who comes in with a dollar and wants a simple, on-the-spot flashlight in a hurry will keep that end of the market going."

Big V buyer Kim Milburn agrees that the low and high ends are winning out over mid-priced models. "Rechargeable flashlights and disposables seem to be where the market is heading," Milburn said. "The area that is suffering is the general market, where the customer still has to put a battery into the thing. Maybe it's too bothersome for today's consumer to do that."

The rechargeable flashlight market has drawn a number of manufacturers not traditionally part of the category, including Conair, First Alert and Windmere. In a recent development, however, Eastman Kodak advised Black & Decker that its innovative 9-volt Kodak lithium battery—which B&D's Lite Years and Just For Me flashlights were designed to work with—does not have the 10-year storage life Kodak had originally claimed for it. The move prompted a market withdrawal for the models, whose advertising was tied to the 10-year life claim.

In general, drug retailers have found they can stock the higher-end lights successfully, while relying on lower-end models for impulse buying and multiple locations. Despite a flatness in sales in some markets, buyers report success with the high end and with low-priced, "personal" squeeze lights and other models.

"We see a lot of trading up," said one buyer. "A customer comes in looking for a low-priced flashlight for a few dollars, and sees the premium models with all their added features. It sparks an impulse buy to the high end, with a higher-ticket purchase."

Although some chains successfully tie flashlight promotions in with events like Halloween, Christmas and Father's Day, everyday promotions don't always do the job, some buyers report. "We've tried promoting every kind of light, from basic low-end models to the higher priced premiums with added features, but nothing seems to have really caught on dramatically because of that," said one buyer on the West Coast. "By and large, sales have been pretty flat."

However, chains that offer home flashlights on endcaps, and a wide selection, seem to fare better. Wellby Super Drug Stores, for instance, successfully carries a broad range of product and homes them in endcaps at the front of the store, along with batteries.

WHY HAVE OVER 600 MANUFACTURERS REGISTERED EARLY FOR NHMA'S MIDYEAR SHOW?

More applications streaming in every day

More than 1,000,000 products on display

Over 400,000 sq. ft. filled with housewares

When you hold a trade show for an industry as diverse as the $31.3 billion Housewares Industry, manufacturers know there's no single time of year that will be absolutely perfect for everyone. So why all the excitement about NHMA's midyear show?

Because manufacturers and buyers alike, all know what *is* perfect—and that's the way NHMA has continually brought the Industry together for nearly 50 years. This July will be no exception. That's why so many companies have registered early—with more and more streaming in every day.

Here is an all-new midyear event filled with new products and new ideas. NHMA members/exhibitors will be displaying more than one million products within 400,000 square feet under one roof. Many of these exhibitors have scheduled product introductions and special promotional activities expressly around this show, so that Housewares buyers and merchandisers can preview new products and fine-tune their merchandising plans for the months ahead.

It truly is a "Customers' Show." And being there means being abreast of the latest Industry ideas, innovations and trends.

So be sure to be on hand. Because this show is the best way to stay at the forefront of the Housewares Industry—hands down.

Don't miss the Midyear Housewares Show

July 10-13, 1988

There's only one. NHMA's, of course.

For Product Info Fast

10370

Call 1-800-553-4355

1324 Merchandise Mart
Chicago, Illinois 60654-1273

NHMA NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION

TRENDS

College women's buying habits

College women prefer drug stores for beauty buys

College women today report little brand loyalty among products they generally buy in drug stores, according to a study commissioned by the publishers of *College Woman* magazine.

The good news for drug stores, however, is that most respondents said they are most likely to purchase their beauty products at a drug store, according to Alan Weston Communications, publisher of *College Woman*. Purchases from an on-campus store were relatively infrequent, particularly among seniors and graduate students. This may be due to the fact that these women were more likely to live off campus than freshmen, sophomores and juniors.

Survey showed little brand loyalty among college women buying beauty products.

The reports showed that cosmetics, hair care products and health related products comprise about 15 percent of female students' monthly expenditures. However, more than half of the respondents (57 percent) said they switched brands from those used in high school, and that percentage increased as they got older.

All classes of respondents spent about the same monthly amount on cosmetics, hair care and health products. Most respondents indicated buying various types of cosmetics products two or fewer times per month. No particular brand or fragrance held a dominant share of the market.

Purchases from an on-campus store were relatively infrequent.

Average monthly expenditures* of college women

(N = 595 respondents)

Groceries	$48
Clothing	47
Long distance phone	31
Cosmetics	11
Health-related products	11
Hair care products	10

*This represents total expenditures for only the areas covered in the survey and does not include all areas of expenditures by respondents.

Source: *College Woman* Readership Study, July 1987.

Where students purchase beauty products

Sample size	Total (595)	Fresh. (168)	Soph. (142)	Jr. (142)	Sr. (98)	Grad (55)
On-campus store	12.1%	13.7%	14.8%	14.5%	9.2%	1.8%
Dept. store	46.7	48.8	43.0	43.5	48.0	56.4
Drug store	60.3	62.5	60.6	65.3	54.1	58.2
Discount store	45.9	39.3	43.0	54.8	46.9	52.7

Source: *College Woman* Readership Study, July 1987.

Monthly purchase of cosmetic products

	0-2 times	3-4 times	5+ times	Mean monthly purchases
Lipstick	93.4%	2.0%	1.7%	1.16
Eye shadow	92.9	2.0	1.8	1.17
Handcream	87.6	7.2	2.4	1.33
Moisturizer	86.1	7.9	2.0	1.33
Fragrance	89.7	4.5	2.9	1.29
Blusher	90.9	3.4	2.4	1.23
Foundation	90.8	3.7	1.3	1.18
Nail polish	83.0	10.6	2.5	1.43
Skin toner	90.3	3.0	1.3	1.17
Cosmetic soap	83.5	10.1	2.5	1.42
Body powder	86.2	6.6	2.9	1.35
Shampoo	77.1	16.6	4.9	1.72

Source: *College Woman* Readership Study, July 1987.

INTRODUCING
Djeep Junior
New Djeep Junior comes in bright colors, soft colors, strong colors—a dazzling array of the *right* colors to attract *all* customers.
And Djeep Junior is the *only* compact disposable lighter with both adjustable flame control and double tank construction.
A quality lighter, loaded with *extra* consumer value.
Feature the unique display peg the striking blister packs listen to the register ring.
djeep junior
djeep junior
djeep junior
• Precision engineered
• Positive flame control
• Multiple tank construction
• Unconditional performance guarantee
DISTRIBUTED BY
General Cigar Co., Inc.

INSIDE PHARMACY

The Top 100 Pharmaceutical Products

Top 100 prescription drugs, ranked by

Prescriptions Dispensed	Dollar Volume	Units Dispensed	Prescriptions Dispensed	Dollar Volume	Units Dispensed
1. DYAZIDE CAPS	ZANTAC TABS 150MG	DYAZIDE CAPS	51. NITROSTAT TABS 0.4MG	DOLOBID TABS 500MG	MINIPRESS CAPS 1G
2. ZANTAC TABS 150MG	DYAZIDE CAPS	AMOXIL SUSP 250MG/5ML	52. AMOXIL CAPS 500MG	TRANSDERM-NITRO 10MG/24HR	PREMARIN TABS 1.25MG
3. TYLENOL W/COD #3 TABS	TAGAMET TABS 300MG	DILANTIN KAPS 100MG	53. THEO-DUR SA TABS 200MG	LOPID CAPS 300MG	SEPTRA SUSP
4. LANOXIN TABS 0.125MG	PROCARDIA CAPS 10MG	PROCARDIA CAPS 10MG	54. MICRO-K CAPS 10MEQ	TOLECTIN-DS TABS 400MG	MOTRIN TABS 600MG
5. TENORMIN TABS 50MG	FELDENE CAPS 20MG	TAGAMET TABS 300MG	55. CARAFATE TABS 1GM	MODURETIC 5/50 TABS	MONISTAT-7 CRM W/APP
6. LANOXIN TABS 0.25MG	TENORMIN TABS 50MG	LANOXIN TABS 0.25MG	56. K-TABS 10MEQ	SLOW-K TABS 600MG	LOPRESSOR TABS 100MG
7. DARVOCET-N 100MG	QUESTRAN POWDER PACKETS	SLOW-K TABS 600MG	57. PREMARIN TABS 1.25MG	NALFON TABS 600MG	FELDENE CAPS 20MG
8. TAGAMET TABS 300MG	CARDIZEM TABS 60MG	LANOXIN TABS 0.125MG	58. TAGAMET TABS 400MG	INDERAL TABS 40MG	DILANTIN-125 SUSP
9. SELDANE TAB 60MG	AMOXIL SUSP 250MG/5ML	AMOXIL SUSP 125MG/5ML	59. ATIVAN TABS 1MG	CECLOR SUSP 250MG/5ML	LOPID CAPS 300MG
10. DILANTIN KAPS 100MG	CAPOTEN TAB 25MG	ZANTAC TABS 150MG	60. MICRO-K CAPS 8MEQ	TRANXENE T-TABS 7.5MG	MOTRIN TABS 800MG
11. PROCARDIA CAPS 10MG	XANAX TABS 0.5MG	TENORMIN TABS 50MG	61. PROVERA TABS 10MG	DURICEF CAPS 500MG	CLINORIL TABS 200MG
12. XANAX TABS 0.5MG	CLINORIL TABS 200MG	CARDIZEM TABS 60MG	62. ENTEX-LA TABS	HALCION TABS 0.25MG	VASOTEC TABS 5MG
13. LASIX TABS 40MG	SELDANE TAB 60MG	CAPOTEN TABS 25MG	63. TRIPHASIL-28	ORTHO-NOVUM 1/35 28	MODURETIC 5/50 TABS
14. SLOW-K TABS 600MG	CECLOR PUL 250MG	CARDIZEM TABS 30MG	64. HALCION TABS 0.5MG	CALAN-SR TABS 240MG	KLOTRIX TABS 10MEQ
15. AMOXIL SUSP 250MG/5ML	NAPROSYN TABS 500MG	XANAX TABS 0.5MG	65. E-MYCIN TABS 333MG	NICORETTE GUM 2MG	ATIVAN TABS 1MG
16. FELDENE CAPS 20MG	DARVOCET-N 100MG	DARVOCET-N 100MG	66. LO/OVRAL-21	MINIPRESS CAPS 2MG	HALCION TABS 0.25MG
17. MAXZIDE TAB	TAGAMET TABS 400MG	LASIX TABS 40MG	67. LOPRESSOR TABS 100MG	MOTRIN TAB 800MG	DIABETA TABS 5MG
18. XANAX TABS 0.25MG	VASOTEC TABS 5MG	PERIDEX ORAL RINSE	68. LASIX TABS 20MG	MINIPRESS CAPS 1MG	ORTHO-NOVUM 7/7/7 28
19. VALIUM TABS 5MG	LOPRESSOR TABS 50MG	LOPRESSOR TABS 50MG	69. LO/OVRAL-28	INDERAL TABS 20MG	MOTRIN TABS 400MG
20. CAPOTEN TAB 25MG	CARDIZEM TABS 30MG	PREMARIN TABS 0.625MG	70. CORGARD TABS 40MG	NAPROSYN TABS 250MG	NAPROSYN TABS 500MG
21. LOPRESSOR TABS 50MG	CARAFATE TABS 1GM	THEO-DUR SA TABS 300MG	71. INDERAL TABS 20MG	LO/OVRAL-21	PERSANTINE TABS 50MG
22. PREMARIN TABS 0.625MG	NAPROSYN TABS 375MG	PEDIAZOLE SUSP	72. TRENTAL TABS 400MG	PROCARDIA CAPS 20MG	DIABINESE TABS 250MG
23. AMOXIL CAPS 250MG	AMOXIL SUSP 125MG/5ML	QUESTRAN POWDER PACKETS	73. MINIPRESS CAPS 1MG	PEPCID TABS 40MG	MINIPRESS CAPS 2MG
24. ORTHO-NOVUM 7/7/7 28	MAXZIDE TAB	TYLENOL W/COD #3 TABS	74. DURICEF CAPS 500MG	MOTRIN TABS 600MG	CALAN TABS 80MG
25. NAPROSYN TABS 375MG	FLEXERIL TABS 10MG	VALIUM TABS 5MG	75. LOTRISONE CREAM	INDERAL LA CAP 80MG	TAGAMET TABS 400MG
26. HALCION TABS 0.25MG	VALIUM TABS 5MG	NITROSTAT TABS 0.4MG	76. MOTRIN TABS 400MG	CLINORIL TABS 150MG	AMOXIL CAPS 250MG
27. PROVENTIL INHALER	DILANTIN KAPS 100MG	XANAX TABS 0.25MG	77. ANAPROX TABS 275MG	LASIX TABS 40MG	E.E.S. 200 LIQ 200MG/5ML
28. CARDIZEM TABS 60MG	KEFLEX PUL 500MG	SELDANE TAB 60MG	78. TAVIST-D TABS	TENORMIN TABS 100MG	HENERGAN VC W/COD SYRUP
29. CECLOR PUL 250MG	PREMARIN TABS 0.625MG	CECLOR SUSP 250MG/5ML	79. PERCOCET TABS	INDOCIN SR 75MG TABS	CORGARD TABS 40MG
30. VENTOLIN INHALER	XANAX TABS 0.25MG	ALDOMET TABS 250MG	80. KEFLEX PUL 500MG	DIABINESE TABS 250MG	THYROID TABS 60MG
31. THEO-DUR SA TABS 300MG	MICRONASE TABS 5MG	ALUPENT SYRUP 10MG/5ML	81. INDERAL TABS 40MG	CORGARD TABS 40MG	SYNTHROID TABS 0.15MG
32. CARDIZEM TABS 30MG	LOPRESSOR TABS 100MG	MICRONASE TABS 5MG	82. INDERAL TABS 10MG	TRIPHASIL-28	FLEXERIL TABS 10MG
33. FLEXERIL TABS 10MG	CAPOTEN TABS 50MG	K-TABS 10MEQ	83. VASOTEC TABS 10MG	VALIUM TABS 10MG	REGLAN TABS 10MG
34. ERYC CAPS 250MG	TIMOPTIC 0.5% OPHTH	INDERAL TABS 20MG	84. ORTHO-NOVUM 1/35 21	TYLENOL W/COD #3 TABS	LASIX TABS 20MG
35. MONISTAT-7 CRM W/APP	ZANTAC TABS 300MG	TUSSI-ORGANIDIN LIQUID	85. DIABINESE TABS 250MG	LOTRISONE CREAM	COUMADIN TABS 5MG
36. AMOXIL SUSP 125MG/5ML	KEFLEX PUL 250MG	MICRO-K CAPS 8MEQ	86. COUMADIN TABS 5MG	DIABETA TABS 5MG	XANAX TABS 1MG
37. VASOTEC TABS 5MG	ORTHO-NOVUM 7/7/7 28	THEO-DUR SA TABS 200MG	87. TRANSDERM-NITRO 5MG/24HR	ZOVIRAX CAPS 200MG	GLUCOTROL TABS 5MG
38. ORTHO-NOVUM 1/35 28	TRANSDERM-NITRO 5MG/24HR	MICRO-K CAPS 10MEQ	88. TRANXENE T-TABS 7.5MG	TAGAMET TABS 800MG	NALDECON PED SYRUP
39. KEFLEX PUL 250MG	VASOTEC TABS 10MG	CARAFATE TABS 1GM	89. FIORINAL W/COD #3 CAPS	SINEMET 25/100 TABS	BACTRIM PED SUS
40. MICRONASE TABS 5MG	ALDOMET TABS 250MG	SYNTHROID TABS 0.1MG	90. NICORETTE GUM 2MG	ANAPROX TABS 275MG	CAPOTEN TABS 50MG
41. MOTRIN TAB 800MG	LANOXIN TABS 0.125MG	TUSSI-ORGANIDIN-DM LIQ	91. PCE TABS 333MG	CAPOTEN TABS 12.5MG	ORTHO-NOVUM 1/35 28
42. NAPROSYN TABS 500MG	ATIVAN TABS 1MG	INDERAL TABS 10MG	92. DIABETA TABS 5MG	MINIPRESS CAPS 5MG	ERYC CAPS 250MG
43. VICODIN TABS	PROVENTIL INHALER	CECLOR SUSP 125MG/5ML	93. INDERAL LA CAPS 80MG	TENORETIC TABS 50MG	TRANXENE T-TABS 7.5MG
44. SYNTHROID TABS 0.1MG	XANAX TABS 1MG	TEGRETOL TABS 200MG	94. CALAN-SR TABS 240MG	THEO-DUR SA TABS 200M	NALFON TABS 600MG
45. MODURETIC 5/50 TABS	TRENTAL TABS 400MG	MAXZIDE TABS	95. NALFON TABS 600MG	CALAN TABS 80MG	CAPOTEN TABS 12.5MG
46. TIMOPTIC 0.5% OPHTH	NOLVADEX TABS 10MG	MICORETTE GUM 2MG	96. CECLOR SUSP 250MG/5ML	AUGMENTIN TABS 250MG	AUGMENTIN SUSP 125MG/5ML
47. CLINORIL TABS 200MG	VENTOLIN INHALER	PHENERGAN W/COD SYRUP	97. TEGRETOL TABS 200MG	ALDORIL-25 TABS	VASOTEC TABS 10MG
48. E.E.S. TABS 400MG	THEO-DUR SA TABS 300MG	NAPROSYN TABS 375MG	98. PEDIAZOLE SUSP	ACCUTANE CAPS 40MG	RYNATAN PED SUSP
49. MOTRIN TABS 600MG	TEGRETOL TABS 200MG	INDERAL TABS 40MG	99. ERYTHROCIN TABS 250MG	K-TABS 10MEQ	CECLOR PUL 250MG
50. ALDOMET TABS 250MG	PREMARIN TABS 1.25MG	TRENTAL TAB 400MG	100. BACTRIM-DS TAB	LO/OVRAL-28	VICODIN TABS

Source: *Drug Store News/Inside Pharmacy* research

Top 25 products ranked by company

(Based on number of Rxs dispensed)

BEECHAM	AMOXIL SUSP 250mg/5ml	15
BEECHAM	AMOXIL CAPS 250mg	23
BURR WELL	LANOXIN TABS 0.124mg	4
BURR WELL	LANOXIN TABS 0.25mg	6
CIBA	SLOW-K TABS 600mg	14
GEIGY	LOPRESSOR TABS 50mg	21
GLAXO	ZANTAC TABS 150MG	2
HOECHST	LASIX TABS 40MG	13
ICI PHARMA	TENORMIN TABS 50MG	5
LEDERLE	MAXZIDE TAB	17
LILLY	DARVOCET-N 100MG	7
MCNEIL	TYLENOL W/COD #3 TABS	3
MERRELL DOW	SELDANE TAB 60MG	9
ORTHO	ORTHO-NOVUM 7/7/7 28	24
PARKE DAVIS	DILANTIN KAPS 100MG	10
PFIZER	PROCARDIA CAPS 10MG	11
PFIZER	FELDENE CAPS 20MG	16
ROCHE	VALIUM TABS 5MG	19
SKF	DYAZIDE CAPS	1
SKF	TAGAMET TABS 300MG	8
SQUIBB	CAPOTEN TAB 25 MG	20
SYNTEX	NAPROSYN TABS 375MG	25
UPJOHN	XANAX TABS 0.5MG	12
UPJOHN	XANAX TABS 0.25MG	18
WYETH-AYERST	PREMARIN TABS 0.625MG	22

Source: Drug Store News/Inside Pharmacy research

Top 25 Rx drugs by therapeutic category

(Based on number of prescriptions dispensed)

Therapeutic class	Product	Rank
Analgesics	TYLENOL W/COD #3 TAB	3
Analgesics	DARVOCET-N 100MG	7
Antiarthritics	FELDENE CAPS 20MG	16
Antiarthritics	NAPROSYN TABS 375MG	25
Antibiotics	AMOXIL SUSP 250MG/5M	15
Antibiotics	AMOXIL CAPS 250MG	23
Antihypertensive/diuretic	DYAZIDE CAPS	1
Antihypertensive/diuretic	LASIX TABS 40MG	13
Antihypertensive/diuretic	MAXZIDE TAB	17
Anti-ulcer/digestive aid	ZANTAC TABS 150MG	2
Anti-ulcer/digestive aid	TAGAMET TABS 300MG	8
Birth Control	ORTHO-NOVUM 7/7/7 28	24
Cardiovascular	LANOXIN TABS 0.125MG	4
Cardiovascular	TENORMIN TABS 50MG	5
Cardiovascular	LANOXIN TABS 0.25MG	6
Cardiovascular	PROCARDIA CAPS 10MG	11
Cardiovascular	CAPOTEN TAB 25MG	20
Cardiovascular	LOPRESSOR TABS 50MG	21
Cough/Cold	SELDANE TAB 60MG	9
Hormone	PREMARIN TABS 0.625M	22
Other	DILANTIN KAPS 100MG	10
Potassium	SLOW-K TABS 600MG	14
Tranquilizers	XANAX TABS 0.5MG	12
Tranquilizers	XANAX TABS 0.25MG	18
Tranquilizers	VALIUM TABS 5MG	19

Source: *Drug Store News*/Inside Pharmacy research

6/7/88

C5150-2

Chains keep pace as film sales zoom
— Trends, page 13

Buy goe

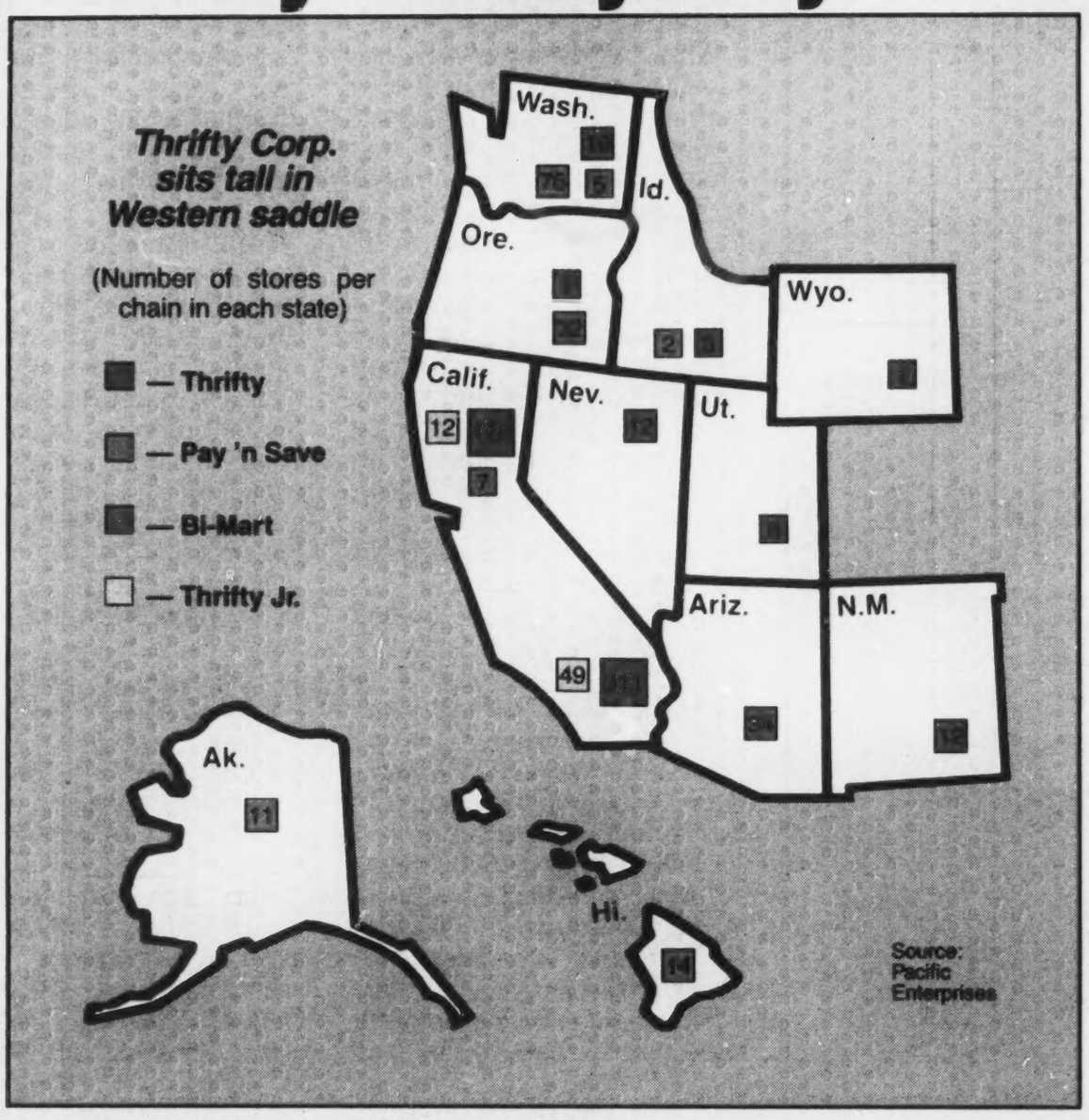
coupons now l in N.J.
Pharmacy, page 49

DR
00287033C
JEANNE LONG
CONGRESSIONAL INFORMATIO 1F7
4520 EAST-WEST HIGHWAY/#800
BETHESDA MD 20814

DRUG STORE NEWS

Vol. 10/No. 12 **Our 60th year of serving chains, wholesalers and high-volume independents** Published by Lebhar-Friedman Inc. June 6, 1988

Thrifty to buy Pay 'n Save, Bi-Mart

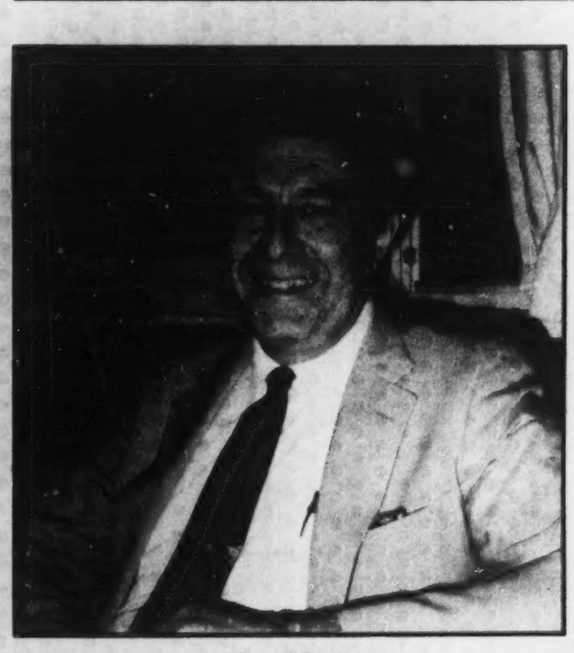


By Pamela Krein

LOS ANGELES — Seizing what it sees as an undervalued situation, Thrifty Corp. announced it will acquire Pay 'n Save drug stores and Bi-Mart discount stores from financially-troubled Pay 'n Save Inc., for 5.2 million shares in Thrifty's parent company Pacific Enterprises.

The deal is worth an estimated $232 million and is expected to be completed by mid-July, once store lease agreements are updated and the Federal

See **Thrifty,** *page 54*



Ira Shain
Plans retirement

Buyer groups talk marriage

Associated and Affiliated's principals plan to negotiate

By Al Heller

NEW YORK — The boards of the chain drug industry's two top membership buying groups—Associated Chain Drug Stores and Affiliated Drug Stores—have agreed to talk merger.

Associated president Ira Shain and Affiliated president Phil Weinstein cited consolidation in the retail drug

See **Marriage,** *page 53*

Sets productivity plans for two chains

LOS ANGELES — After studying Pay 'n Save for over six months, according to one industry source, Thrifty has already outlined key steps it will take to right the acquired chains:

• With the implementation of an extensive management information system now almost completely behind it, Thrifty will pass on this acquired expertise to Pay 'n Save and Bi-Mart. The system will affect product movement, point-of-sale,

See **Productivity,** *page 54*

Dick Scott leaves Longs to head Osco's Western group

OAK BROOK, Ill. — Longs Drug Stores veteran Dick Scott has resigned from his post as executive vice president to join Osco Drug in the newly created position of chairman, ceo and president of the chain's Western group.

Osco chairman Scott Bergeson confirmed Scott's appointment to *Drug Store News*, but declined to share further details about the creation of the new post or how it affects the present chain of command. Currently, all stores report to president Dick George.

Other sources revealed that Scott's position is part of a chainwide reorganization, which won't be fully completed until next year. Scott has already started his new job.

Presumably, Scott will oversee at least the former

Scott

George

Sav-on drug stores, located in the Sun Belt, and acquired along with Osco from Jewel Companies by American Stores in 1984.

Since then, American has combined its Skaggs Drug Stores with Sav-on and Osco to create one national drug chain all under the Osco roof. And last year, the parent company gave each of its retailing divisions—Osco, Skaggs Alpha Beta and American Stores—greater individual control by decentralizing the operations.

While this reorganization took place at the corporate level, the Osco stores attempted to shore up lackluster sales by fine-tuning its merchandise mix to better emphasize core drug products and customer convenience.

See related item, page 2

However, according to re-

See **Scott,** *page 53*

LATE NEWS

• CINCINNATI — Philip Beekman, chairman and ceo of Hook-SupeRx, Inc., announced the promotions of three key executives to presidential posts at respective divisions: Gary Hendren at SupeRx, Newell Hall at Hook, and Gayl Doster at Brooks. All previously held executive vp and chief operations officer positions.

• EL MONTE, Calif. — Vons Companies will debut its first television commercials for its Hispanic-oriented Tianguis stores this summer. The Spanish language commercials will run in conjunction with the opening of the third Tianguis store in Cuidahy, Calif.

• TWINSBURG, Ohio — Sidney Dworkin, 66, former chairman of Revco D.S., was appointed chairman of General Computer Corp., which develops computer systems for pharmacies and medical offices. Dworkin has been a director of General Computer since 1986 and owns about 22 percent of its common shares.

Drug Emporium files public stock offer to raise $20M

COLUMBUS, Ohio — Drug Emporium, the nation's largest deep discount drug chain, is looking to go public.

It filed for an initial public offering of 1.5 million shares of its common stock at a price estimated at $13 to $15 per share, worth between $19.5 million and $22.5 million, with the Securities and Exchange Commission May 19. Up to 400,000 of the 1.5 million shares are to be offered by "selling stockholders," according to the prospectus.

Net proceeds from the proposed offering will be used to repay a portion of its bank debt—

See **Drug Emporium,** *page 53*

Liberty Drug eyes 29 Detroit Revcos

Four-unit chain building around former Perry execs

By David Vaczek

DETROIT — A three-year old drug chain with four drug stores, Liberty Drug, is negotiating to buy Revco's 29 stores here, sources confirmed.

Liberty's parent company, Bismack Enterprises, has assembled a top management team around four former Perry Drug executives, as it positions for rapid growth, president Jeffrey Bismack told *Drug Store News*.

"We believe we have a unique approach,

See **Liberty,** *page 4*

NEWS IN BRIEF

Lucky accepts American Stores' offer

DUBLIN, Calif. — Lucky Stores ended its efforts to remain independent by agreeing May 20 to a $65-per-share, or $2.5 billion, sweetened offer from American Stores.

American Stores' Alpha Beta stores are expected to be converted to the Lucky logo and low-price strategy, and American Stores has said it intends to put Lucky's management in charge of the combined operations, which will have headquarters here. "Lucky, with the combination of Alpha Beta, will become the largest supermarket chain in California, with nearly $8 billion in sales and more than 550 stores," said Lucky's chairman and ceo, John M. Lillie.

Under the agreement, American Stores, which plans to move its headquarters from Salt Lake City to Irvine, Calif., in July, continued its tender offer for all Lucky shares. Lucky's board terminated its April 28 merger agreement with Gibbons, Green, van Amerongen for $61-per-share.

Revco D.S. amends revolving credit line

TWINSBURG, Ohio — Revco D.S. has amended the terms of its revolving credit facility with its banks to give the company more flexibility in managing cash flow.

Revco's direct borrowings under the $112 million revolving credit facility had been limited to $60 million. With the amended facility, the company's direct borrowings are limited only by the outstanding amount of letters of credit.

"These new terms provide us greater access to the funds available under our credit facility and demonstrate our bankers' support for Revco's financial objectives," said William P. Holmes, Revco cfo. "This will assist us until we implement the capital restructuring plan that we are developing with Drexel Burnham Lambert."

Dart Drug extends securities offer

LANDOVER, Md. — Dart Drug Stores, which on April 13 initiated an offering of $6 million of securities, consisting of units of common stock and performance options, extended the expiration date for the rights offering to stockholders until 5 p.m. May 27. The results of the offering were not available at press time.

Amfac negotiates health division sale

HONOLULU — Amfac Inc. is negotiating definitive terms of sale of Amfac Health Care, the company's pharmaceutical distribution division, for about $120 million to a newly formed entity backed by a financial institution.

The new entity will be led by the current management of Amfac Health Care, including division president Melburn G. Whitmire. Under the proposed agreement, the financial institution will provide a $150 million revolving credit facility and will acquire a 45 percent equity position in the new entity for $10 million. Amfac Inc. will also purchase a 45 percent equity interest for $10 million, and the new company's management will hold an initial 10 percent equity interest.

Ketchum Distributors Inc. joins IDWG

CHICAGO — Ketchum Distributors Inc., based in Clark, N.J., has joined Independent Drug Wholesalers Group (IDWG), bringing the number of independent drug wholesalers in IDWG's group to 50.

INDEX

Ads and Promotions	4	People in the News	11
Beauty Beat	46	Pharmacy	49
Category in Motion	47	Photo Product Updates	39
Cohen's Capsules	49	Trends: Photo	13
Financial	54	Tapes	41
In the Market	6	Batteries	46
Opinion	6	Washington Perspective	6

Drug Store News (ISSN 0191-7587), is published biweekly—every other Monday, monthly in December plus an extra Annual Pharmacists Guide to Rx/OTC Patient Counseling in October, by Lebhar-Friedman Inc., 425 Park Ave., New York, N.Y. 10022. Subscription rates: Infield subscribers, retailers and wholesalers, one year $19.50; two years $35. Out-of-field subscribers, manufacturers, schools, libraries and all others, one year $39. Single copy rate $2. Foreign subscriptions: Airmail only $125 per year.
Second-class postage paid at New York, N.Y. and additional mailing offices. Copyright © 1988 by Lebhar-Friedman Inc. All rights reserved. POSTMASTER: Please send address changes to Subscription Dept., Drug Store News, 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079. For change of address six weeks notice to Subscription Dept., 305 Madison Ave., Suite 535, New York, N.Y. 10165-0079 is requested. Give old and new address and zip code. If possible, enclose address portion from cover on previous issue.
Vol. 10, No. 12 June 6, 1988

Longs adds new flexibility to store format approach

By Pamela Krein

WALNUT CREEK, Calif. — Longs Drug Stores will continue to emphasize market flexibility in store openings throughout the rest of 1988, said president Bob Long.

Speaking at the chain's annual shareholders meeting here last month, Long said the limited availability of 25,000-square-foot sites—which is Longs' average size—and the increased presence of combos has forced Longs to seek alternative ways to grow.

"Today's varied marketplace calls for a diversity of retail applications," Long said.

The 231-store chain has shown the course it will take earlier this spring. In March, Longs opened its first Longs Pharmacy in a downtown mall in San Diego. The store is 12,000 square feet, with 9,704 square feet of selling space—less than half the chain's usual size. While the chain said the store was not a prototype, Longs executives did admit the concept could provide the chain with a platform from which to launch a small-store format.

Later this year, Longs will open a 17,000-square-foot store in Davis, Calif., which will play to the market by including this area's agricultural background in the store's decor.

Long said in all the drug chain will open 12 to 15 stores this year, with five of these sites already operating. Except for one in Hawaii, the chain's growth will be in California, the chain's largest market.

Long said market adaptability, along with better customer service, strong pharmacy sales, expense and inventory controls, and a realignment of stores were important factors in Longs' fiscal 1988 performance. During the year, Long said the chain produced average sales per store of $7.8 million, and sales per square foot of selling space of $444.

Continuing its strong performance, Long released the chain's first quarter results at the meeting, which showed Longs achieved a 20 percent increase in net income and a 7 percent increase in sales. The gains brought Longs' net income to $13.3 million on sales of $450 million for the quarter ended April 28.

For the fiscal year overall, $41 million in capital expenditures will go toward new stores and remodels, Long said. This compares with $50,000 per store the chain spent last year on remodeling, excluding the money spent to renovate 12 acquired Osco stores.

As updating continues, Longs is also looking to improve select areas of operations, such as inventory management. Long said an inventory management system introduced last year in some stores "accelerates inventory turns and reduces inventory levels, while eliminating out of stock situations."

Long said once all stores adapt this inventory system the chain could add $20 million dollars in working capital.

At the same time, Long said the company is studying the "possibility of more coordinated purchasing that could result in improved cost of goods." While the study is due to be completed in May of next year, the move would not result in a drastic departure from the company's decentralization theme. Instead, it would supply an alternative buying source for store managers and provide some savings in purchasing costs.

Maxidrug's 4th deep-discount unit bows

EAST SPRINGFIELD, Mass. — Maxidrug opened its fourth deep-discount store here May 18, in "the most active retail area of Springfield," said Michel Coutu, president of the U.S. offshoot of the Jean Coutu Group based in Quebec.

The 15,000-square-foot (selling) store, situated amid "lots of malls, retailers, restaurants and food stores," was at one time a theater, and its high ceilings allow for 7-foot-tall gondolas throughout.

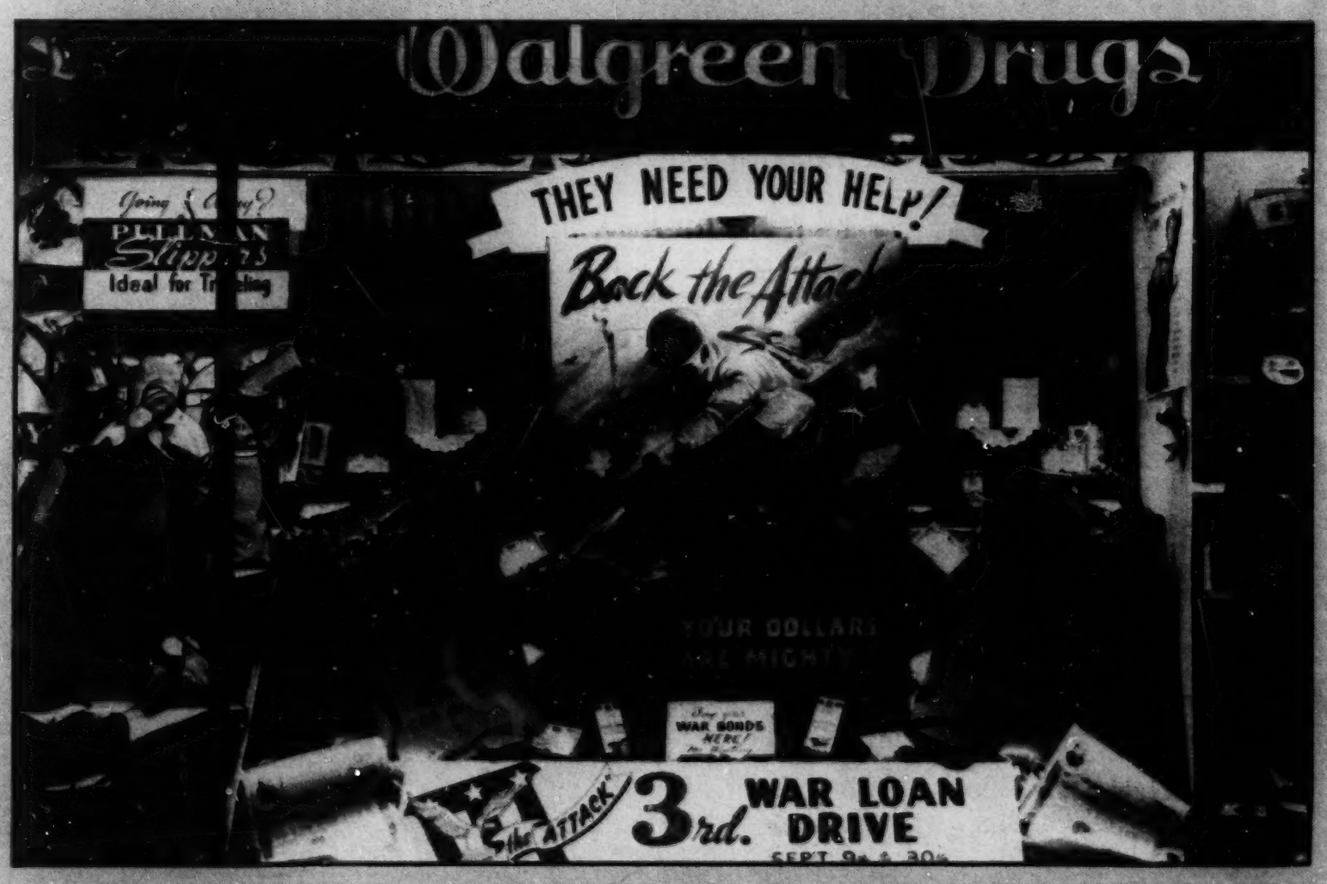
The store's size and mix are similar to Maxidrug's third unit, opened last fall in Pittsfield, with a heavy emphasis on sundries. Pharmacy gains impact here in its location by the entrance.

Maxidrug touted the opening with billboards, radio spots and a newspaper insert featuring such specials as 2-liter Coca-Cola at 77 cents, Lay's potato chips at 66 cents and three rolls of Marcal paper towels for 88 cents. Makeup artists were on hand for the launch, which also featured prizes including trips, VCRs and bicycles.

The chain, representing the parent company's $10 million expansion into Massachusetts, has developed a family of cartoonlike characters to build recognition with shoppers and underline its "fun store" image: Big Max, the original character, has been joined by Mama Max and three little shoppers, who appear on fliers and signs.

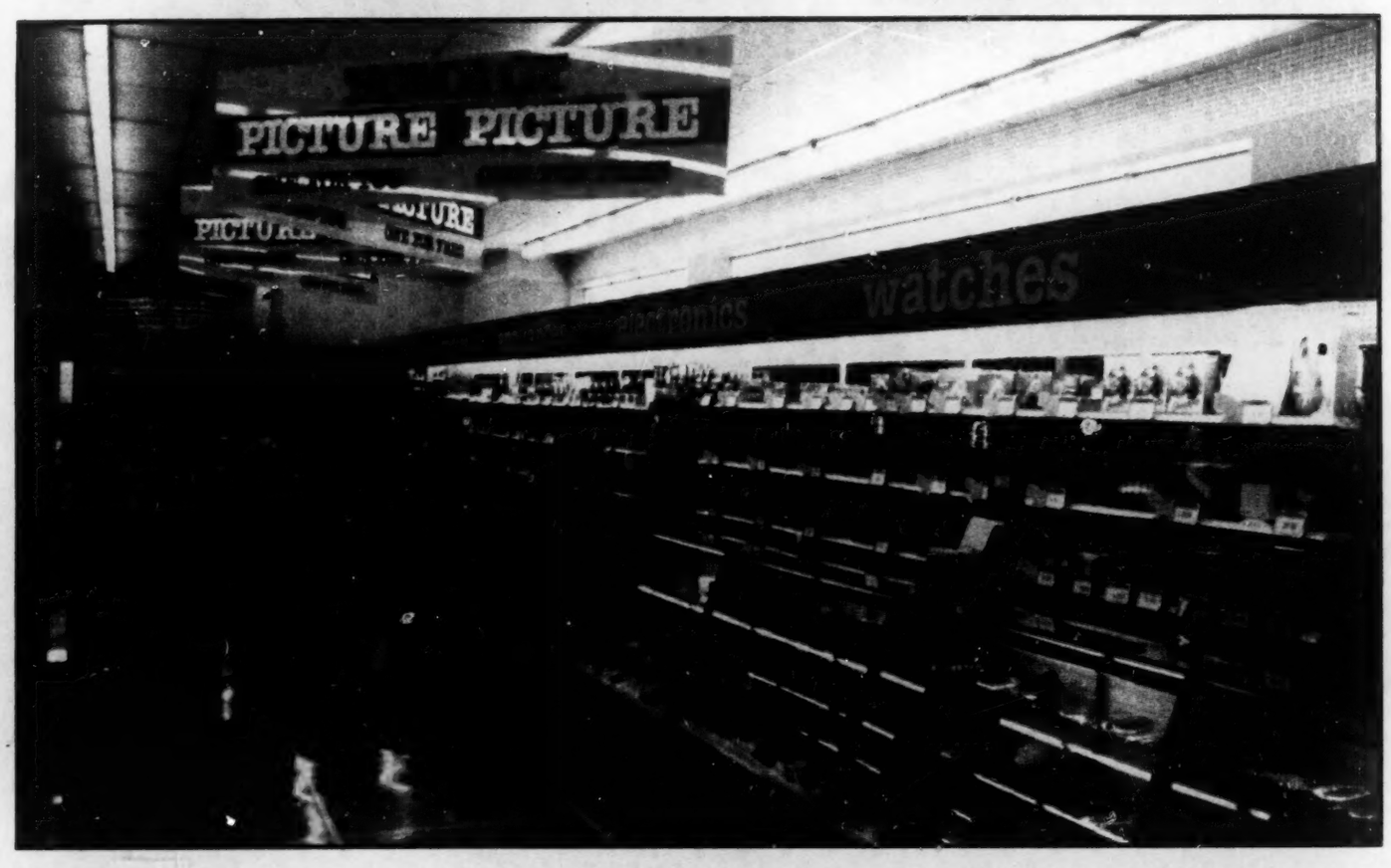
The Jean Coutu Group is also opening new stores: one opened in Laval West (Quebec) May 5, and three others are scheduled to open this month and the next, in Lachute and Gaspe, Quebec, and in Hawkesbury, Ontario. The Canadian chain's total store count will be 141 by mid-July.

Sixty years of drug store retailing



Military themes became the trend in drug store window displays during periods of war. During World War II, Walgreens joined the government loan drive by installing this 8-foot window display at its 151 N. State St. store in Chicago, prompting customers to purchase war bonds.

TRENDS



Photofinishing is a strong traffic producer and image enhancer. Overhead sign at Arbor Drugs promotes the service in prominently located photo/consumer electronics service counter at front of store.

Film exposed to healthy sales hike in '87; chains hold pace

Driven by the amateur photography boom in 35mm and an upswing in sales of promotional multipacks, film sales grew a robust 13 percent in unit volume last year, to more than 780 million rolls. And despite the fact that discount stores remain way out in front in the battle for film sales, drug stores retained a strong second place in market share through aggressive marketing, an already powerful photofinishing franchise and their willingness to position film in key locations within stores.

Rix Dunnington in the Boston area exemplifies the aggressive approach drug chains take to film merchandising. "We give film and batteries a massive presentation behind the checkout counter," said Steve Sorkin, vp-merchandising.

"In most cases, we don't carry an item if we can't save our customers money on it," added the president of a deep-discount drug store operation on the West Coast. "We make an exception for film, however, because it ties in so well with photofinishing and we do a lot of that."

Mass merchandisers captured a dominant 44 percent of film sales in 1987, according to the Photo Marketing Association. Drug stores remained in second place, with 24 percent, outpacing supermarkets with 15 percent and cameras stores, which held a 5 percent share of total sales.

Much of last year's sales growth came through the surge in multipack sales, the PMA noted in its recently released report on photo industry sales. Between 1986 and 1987, multipack sales jumped more than 50 percent. According to Eastman Kodak, multipacks now represent 20 percent of all film sales.

The real driving force in the film market, however, continues to be the boom in sales of point-and-shoot 35mm cameras, 7 million of which were sold in 1987, according to the PMA. The growth in popularity of the 35mm format is clearly seen in the PMA's breakdown of photo processing exposure volume by film format, which gives 69.2 percent of the business in 1987 to the 35mm segment, compared with 12.4 percent in 1975.

Bill Prezzano, group vp and general manager for Kodak, estimates that 35mm and 110 film sales grew at a pace "in the upper teens" last year, outpacing the industry's growth average and offsetting "modest declines" in disc and "more significant declines" in 126 film sales.

Major film manufacturers have not been slow to respond. Beginning in May, Kodak began rolling out Kodacolor "Gold," a new 35mm color print film in new gold and black packaging to replace its highly successful VR-G line. The Gold line offers "absolute product equivalence" and uniformity of developing standards, a spokesman said, as opposed to the VR-G film, whose specifications varied slightly in different world markets.

The gold theme also ties in with Kodak's position as the official film of the 1988 Olympics.

Kodak launched its biggest ad campaign to date May 25 to support the launch of Kodacolor Gold.

Not to be outdone, Fuji Photo Film has unveiled its own new generation of color print film, called Fujicolor Super HR. The film is designed to ensure sharp, high-quality color prints by responding selectively to different light sources to keep color gradation consistent, richer and more faithful to the original subject. The film is also designed for longer shelf life and greater stability and processing.

Private label film is also becoming an increasingly important segment of the film market for many drug chains, which are attracted to the high gross margins and image-building that house-brand film can confer on a store. One recent convert is Thrifty Corp., which has joined Hook Drugs, Osco, Rite Aid, K mart and other chains with its own film label.

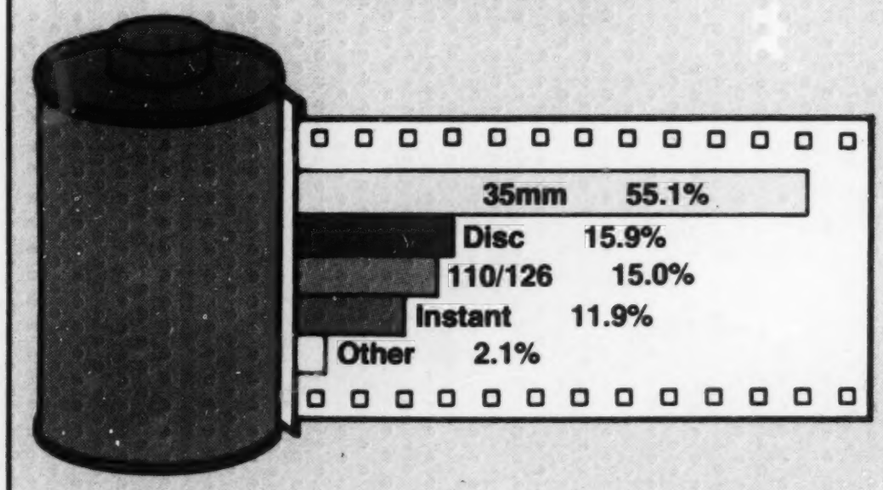
Thrifty began testing private label film last year to boost margins and increase its photofinishing business with the draw of a lower-priced film. To maintain consistent quality with finished prints, the chain uses 3M as its supplier, and touts 3M in its in-store radio ads as a quality, U.S.-made product.

Thrifty's private label film sports eye-catching, colorful pegboard packaging, and is positioned in choice locations within the store for maximum visibility. Heavy promotional support from the retailer also gives it a boost, as do Thrifty's efforts to get its own store clerks behind the product. The chain currently offers six different film types, including 35mm, 110 and disc, and prices it nearly $1 per roll below national brands.

Arbor Drug in Michigan is also a strong supporter of its house brand film, giving it space at or near checkstands at the front of the store on a regular basis, according to chain spokesman Tom Ross.

The real driving force in the film market continues to be the boom in sales of point-and-shoot 35mm cameras, 7 million of which were sold in 1987.

1987 film sales by format*



*Total film sales = 780.6 million rolls

Source: Photo Marketing Association

Crown Drugs uses photo/electronics counter as an opportunity to display related general merchandise.

TRENDS *Photofinishing*

Drug chains join in on the mini-lab game

Mini-labs now control nearly 30 percent of all photo processing roll volume in the United States, but the threat they represent to the traditional drug store photofinishing business is somewhat mitigated by the fact that the mini-lab business itself is being adopted by retailers. In short, some drug, discount and supermarket chains are adopting the old adage: If you can't beat 'em, join 'em.

"The mini-lab segment is going through a transitional stage from the era when stand-alone operations dominated, to one where close to half of all mini-lab exposures will come from labs located in specialty outlets and mass merchandiser retail establishments," noted the Photo Marketing Association in its 1987 Industry Trends Report.

"Unlike their larger-format mass merchandise brethren, drug stores must 'shoehorn' in their product offerings."

Mass merchandise discounters and supermarkets, which have larger retail footprints to devote to experimental projects like in-store labs, are leading the way. K mart, Zayre, Safeway, Publix and Kroger are all involved in on-site one-hour processing to one degree or another. Drug chains, paced by Jack Eckerd with its scores of mini-labs in Florida stores, are nevertheless trying to stay abreast of the trend, and many are giving in-store labs a second look—often out of necessity.

"We decided several years ago that they weren't worth it, but we're rethinking that decision based on the way the market's going and the improvements in one-hour processing equipment," said one chain drug photo merchandiser.

In its report, the PMA noted: "Unlike their larger format mass merchandise brethren, drug stores must 'shoehorn' in their product offerings. Consequently, decisions to expand product and service offerings—such as on-site processing—become pitched battles between department buyers."

Chain drug merchandisers couldn't have said it better themselves.

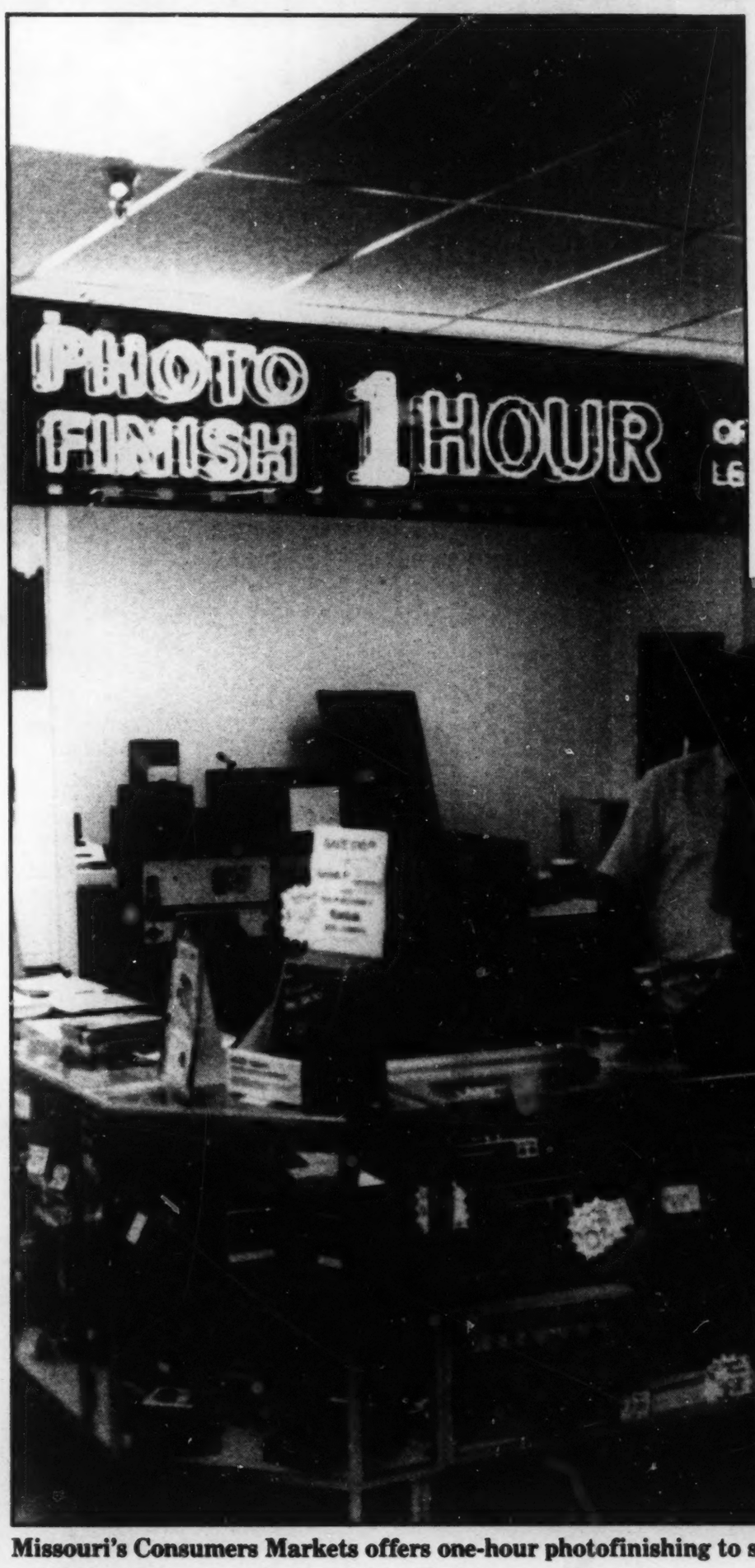
"Ironically, drug stores—which traditionally have been one of the photo processing industry's strongest channels—will most likely be one of the slowest mass merchandise channels to expand into on-site processing," the report continues. "The rationale behind this statement is as follows: A number of drug store chains, most notably Jack Eckerd, Osco, Hook and Genovese, have already vertically integrated their photo processing services."

In addition, says the PMA, drug chains are constrained in their enthusiasm by the short visit time of average shoppers and the fact that photography represents a relatively low share of total drug store sales. Then too, space constraints have forced many drug chains to adopt direct product profitability models to stringently evaluate every product and service in the store.

"When overhead costs are fully allocated, mini-lab operations may fall short of targets under DPP," the report concludes.

Nevertheless, chains which draw a greater-than-average portion of their sales and market image from their photofinishing operations—chains like Walgreens, Eckerd, London Drugs, Arbor and Longs Drug Stores—are either already in the on-site processing business or seriously contemplating an entry. Then too, the

Continued on page 16



Missouri's Consumers Markets offers one-hour photofinishing to shopping customers.

Photofinishing market share by outlet, 1987

Outlet	Market share (in dollars)	Market share (in units)
Mini-labs	38.6%	29%
Drug stores	20.1	23
Mass merchandisers	14.4	17
Camera stores	9.6	7
Supermarkets		
Regular	4.6	7
Superstores/combos	4.5	6
Mail order	5.9	9
Kiosk/other	2.3	2

Source: Photo Marketing Association

Pathmark
Holiday Sight & Sound
We Discount Easter and Passover Greeting Cards
Now on Sale Volume #9 $4.99
Vol. #1 only $6
Funk & Wagnalls New Encyclopedia Heritage Edition
Polaroid SX70 Spectra Film 600 High Speed Film $6.99
Full Disc Film $2.99
Full Film CN110-24 $2.99
Full Film CN126-24 $2.99
Pathmark Film C110-24 $1.99
C126-36 Color Film $2.79
Disc Film $3.99
Kodak CB110-24 $4.69
Color Print Film $5.99
Kodak Disc Film $3.99
50¢ C110-24 Film or Disc 2 Pack
Keystone Easy Shot 2 $42.99
Sylvania Magic Cubes $2.19
Sylvania Flip Flash $2.19
Sylvania Flash 600 $2.19
"Gold Tipped" Kodak Batteries $1.89
C126-36 Pathmark Color Film $2.29
Concord Camera $11.49
Telephoto Camera $14.99
Soundesign Telephone $19.99
Remington Shaver $28.77
2nd Set of Pictures FREE
Quality Photofinishing at only 15¢ per print
3½" Matte Print or Reprint

When Pathmark advertised photo for the spring holiday season, it covered many product segments, photofinishing and selected electronics. Instant, disc, 110 and 35mm films, cameras, flashes and batteries were represented at price points up to $42.99. The superstore chain used coupons to promote private label film and developing services.